

**We Claim:**

1. An adhesive tape application tool for applying a long adhesive tape to an adherend having a long application surface and a projected line portion formed on the back of the application surface in the longitudinal direction of the application surface, the adhesive tape application tool comprising an application part for pressing an adhesive tape against an application surface and a guidance part comprising three guide rollers having a tapered shape portion, and being in contact with the projected line portion in such manner that said guide rollers pinch the adherend together with the application part, wherein the guidance part is provided with guide rollers having a tapered shape portion positioned at both ends being installed with their top directed in one direction, and the other guide roller having a tapered shape portion being installed with its top directed in other direction.

2. The adhesive tape application tool according to claim 1, wherein said other guide roller having a tapered shape portion is preferably installed swingably in direction of central axis.

3. The adhesive tape application tool according to claim 1 or claim 2, wherein the adherend is pinched with resilience by the application part and guidance part, and an opening and closing means for disengaging the application part and guidance part from the adherend is provided.